

XING launches online ads on platform

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Press release from: [XING AG](#)

SAN FRANCISCO, U.S. and HAMBURG, GERMANY, November 12, 2007 – XING AG (ISIN: DE000XNG8888), operator of XING.com – one of the world’s leading business networks – announced that it will incorporate online advertising onto the platform before the end of Q4 2007. This move by XING AG will generate new income in addition to its strong revenues from subscription-based Premium Memberships. The additional revenues from Marketplace and advertising will fund further expansion of XING's commitment to continued development and innovation of the platform for all members. Phase one will involve online ads on very select sections of the website. The advertising volume will be increased as relevance to members is refined over the course of the coming year.

”As well as allowing us to make pricing flexible and presenting new opportunities for cooperation, the introduction of brand new income sources means that we can offer even more functionality for basic and Premium Members,” said Lars Hinrichs, Founder and CEO of XING AG.

The rollout of relevant, targeted advertising on the XING platform will be in full compliance with the strict privacy and data protection laws in Germany and the European Union. The online ads will not compromise the usability of the website in any way: “Our advertising partners will have no influence on the platform’s content and operational focus. The value created for our members will continue to form the clear focus of our activities,” added Mr. Hinrichs.

Important note:

This notice contains forward-looking statements concerning company activities, business and member development, financial results of the XING AG and/or the industry in which the company is active. These

forward-looking statements can generally be identified by words such as 'estimates', 'assumes', 'expects', 'plans', 'intends', 'predicts', 'targets', 'anticipates', and variations of these words and similar expressions. The forward-looking statements contained in this notice, as well as estimates, opinions, and views of the company or information provided by third parties, are based on current plans, estimates, anticipations, and predictions, and involve certain uncertainties and risks. Therefore, actual future results, developments and trends may differ materially from what is forecast in the forward-looking statements contained in this notice. The company does not assume any responsibility for such risks, and makes no guarantee as to the accuracy and completeness of the assumptions and estimates upon which the forward-looking statements are based, nor does the company or its bodies ensure the correctness of the

statements contained in this press release. Information and statistics from external sources should not be interpreted as having been inspected by the company. Neither the company nor its bodies undertake any obligation to update or publicly release any revision to the forward-looking statements contained within this notice.

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About XING:

XING makes your professional network an active part of your life. Far more than a directory of business contacts, XING enables its members to discover professional people, opportunities and privileges through its unique discovery capability and advanced contact management tools.

With the successful IPO of XING as the first Web 2.0 company to go public, XING AG has had a long-term impact on the social networking trend amongst professionals. By focusing on the target group 'business people worldwide', the company is able to offer tailored features, thereby making networking and contact management simpler. Besides Headquarters in Hamburg, XING AG is also represented with offices in Barcelona (eConozco, Neurona) and Beijing.

XING. Powering Relationships.

[You can find this press release here](#)